

The Central California Hispanic Chamber of Commerce

Presents

The 11th Latina Women's Conference Alianza Trade Fair & Fashion Show



Latinas... Leaders of the Future

November 2, 2007

Radisson Hotel & Conference
Center - Fresno CA

~The Central California Hispanic Chamber of Commerce~
Presents the
11th Latina Women's Conference, Alianza Trade Fair & Fashion
Show

Latinas... Leaders of the Future

November 2, 2007 - 8am – 3pm

The Radisson Hotel & Convention Center

Individual Ticket \$60 Table of 10 - \$500

Program ads: \$300 full page-\$200 half page-\$100 ¼ page, \$75 business card

8' Display Table \$300 before October 31st

8' Display Table \$350 after October 31st

(Includes two tickets to the luncheon)

Sponsorship Levels

Diamond Sponsor - \$5,000

- ***Double booth at event***
- ***Table of 10 for luncheon (prime spot)***
- ***2 Full page ads in program***
- ***Platinum website package***
- ***Award plaque at luncheon***
- ***Commercial spot in opening video***

Silver Sponsor – \$2,500

- ***8' display table at event***
- ***Table of 10 for luncheon***
- ***½ page ad in event program***
- ***Banner at event (digital & physical)***
- ***Silver website package for one year***
- ***Award plaque at luncheon***

Gold Sponsor - \$3,500

- ***8' display table at event***
- ***Table of 10 for luncheon (prime spot)***
- ***Full page ad in program***
- ***Banner at event (digital & physical)***
- ***Gold website package for one year***
- ***Award plaque at luncheon***
- ***Commercial spot in opening video***

Bronze Sponsor - \$1,000

- ***8' display table at event***
- ***Table of 10 for luncheon***
- ***¼ page ad in event program***
- ***Banner at event (digital & physical)***
- ***Bronze website package for one year***
- ***Award plaque at luncheon***

***Take center stage and highlight your latest fashions in “The Showcase Event”
for Latinas in Central California!***

Fashion Show Sponsor - \$3,500

***Double booth at event – Table of 10 at luncheon – Full page ad in
program – Streaming commercials on chamber site – Commercial at
event – mention during media promotion – Platinum website package –
Banner at event (digital & physical) – Award plaque at luncheon***



Special Guest Speaker Martha Montoya

Founder and President of Los Kitos Entertainment LLC

Martha Montoya is the Founder and President of Los Kitos and Chair of the LA Metro Hispanic Chamber of Commerce. She is also a board member of the California Hispanic Chambers of Commerce (State Organization) & the United States Hispanic Chamber of Commerce.

Upon immigrating to the United States, Martha developed a business career in International Trade, in areas such as telecommunications, agriculture and many more, which has helped her establish herself as a business leader and community advocate.

Currently, Martha owns and directs a unique media enterprise, Los Kitos Entertainment LLC, which has three main divisions. The core business is the syndication, through Tribune Media, of the inspirational Los Kitos bilingual cartoon strip to over 300 Spanish language newspapers in the United States including the Los Angeles based, La Opinion. A second division is the licensing of the characters to over 25 licensees ranging from Good Humor Ice Cream, to State Farm Insurance; to assist those companies expand their presence in the Hispanic market. The third division of LKELLC is utilizing the characters to bring edu-entertainment to the U.S. Hispanic community.

Through out her career in the U.S. she developed a keen sense of the market and her experience selling products and services to the Hispanic market expands 15 years, during which she worked with the telecommunications industry, food and service industries in various campaigns that were directed to employees, manufacturers, suppliers, retailers consumers and business community.

Her latest endeavor is spearheading the Access to Business Capital (ABC) Program for Venture Capital. Recognizing that access to capital is the No. 1 issue for business owners, she took the steps to establish this program in 2004 and recruited the support of various Venture Capitalists and other institutions with the goal of not only providing funds for business, but looking into the future, to also provide the tools to integrate research and education into the program. Program partners include prestigious entities such as Microsoft Corporation, 1st PMF Bancorp, Fontis Capital, Engage Capital, Fulcrum Capital, Nogales Investors, Rosewood Capital, Yucaipa Corporate Initiatives Fund, Fontis Capital, U.S. MBDA, Fortius Holdings, Coface – North America, Palladium Equity and Comerica.



Mari Velazquez **Mistress of** **Ceremonies**



Friday's at 6pm

Mari Velazquez

Mari Velazquez along with her parents arrived in the US at the age of 15. She immediately enrolled in High School and started to learn English

It was while working in the fields alongside her parents, that Mari knew her dreams of a better life was based on education and taking advantage of opportunities.

While working toward her college degree and working fulltime in a real estate office, she received offer to appear on the popular "Mas Musica TV" show. That experience opened more doors in Spanish media. Luna Communications offered a position as an on air personality. Eventually she was asked to become a spokesperson for a number of businesses and in 2004 Mari became a fixture on the longest running local Spanish TV show "El Show de Gil Garcia Padron"

From working the fields at the age of 15 Mari Velazquez has reached one of her dreams of hosting her own television program on Azteca America "Zona Azteca". A cultural relevant show for the Hispanic community, highlighting the rich history and contributions Hispanics make every day to our society.

It is the hope of those involved with Zona Azteca that it can help in some small part combat false stereotypes and misconceptions, with success stories and inspirational messages.



Angélica Aragón
Actress
Social Activist

Keynote Address Angélica Aragón

With 25 years of professional experience, Ms. Angelica Aragon is recognized as one of the most talented and loved actresses in the Spanish entertainment.

In spite of her multiple duties, she dedicates her time to support social causes that impact women and children.

Her international movies credits include hits such as: "Pueblo de Madera", "Gertrudis Bocanegra", "Un Paseo por las Nubes" and recently "La Mujer de mi Hermano" (2005); "Párpados Azules" plus the critically acclaimed "El Crimen del Padre Amaro" (2002)

Ms. Aragon is well respected in Hollywood for her work in "Picking up the Pieces" (2000), where she was second director and shared credits with Woody Allen, Sharon Stone, Kiefer Sutherland and David Schwimmer; "Dirty Dancing: Habana nights" and "Looking for Palladin" (2004).

Her numerous awards include the Ariel as Best Actress in "Cilantro y Perejil" (1995) and Best Female Co-Actress in "El Crimen del Padre Amaro" (2002).

A theatrical highlight was her participation and Co-Directing the act "Ixok", highlighting women's rights.

In TV Azteca her participation in "Mirada de Mujer" was an ice breaker in the novelas history role of the traditional Latin woman. "La Chacala" (1998); "Todo por Amor" (2000); and "Mirada de Mujer, el regreso" (2003) reaffirmed her superstar status. Azteca America has recently confirmed her participating in the much anticipated mini series "Ni una vez mas I and II", a series highlighting violence towards women.

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Presented by

The Central California Hispanic Chamber of Commerce

November 2, 2007

Radisson Hotel Fresno California

Call (559) 495-4817 or Fax (559) 495-4811

___ Diamond ___ Gold ___ Silver ___ Bronze

___ \$60 Luncheon ticket ___ \$500 Table ___ \$300 8' display

___ \$595 for Table of 10 & Booth

___ \$300 Full page ad ___ \$200 Half page ___ \$100 ¼ page ___ \$75 Card

All checks are payable to the CCHCC and are tax deductible to the extent allowed by law. You may mail to 2331 Fresno St. Fresno CA 93721.

CCHCC Fed TIN # 77-0064248

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